



West Virginia  
Pharmaceutical Cost Management Council

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# Report on the Legislative Rule on Prescription Drug Advertising Expense Reporting

## Pharmaceutical Cost Management Council

Initial Presentation of the Reported Data:  
Advertising Reporting Rule CSR206-1

WebEx Meeting  
7 July 2008

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## Background

- The Emergency Rule filed on July 13, 2007 and became effective on August 24, 2007
- The Legislative Rule was signed on April 14, 2008
- The Emergency Rule applied to the first reporting period of July through December 2007
- As of July 3, 2008, 111 manufacturers and labelers filed reports





## Aggregated Data

- W.Va.Code 5A-3C-13 and CSR 201-1 permit only aggregated data to be released to the public
- Total reported DTC advertising for WV for July - December 2007: **\$16,019,154.58** (disclosed by 46 [41.1%] of 111 reporting entities)
- Total reported payments to patient advocacy groups operating in WV: **\$31,675** (disclosed by 3 [2.7%] of 111 reporting entities; \$5,000, \$6,000, \$20,675)
- Total reported payments to licensed WV pharmacies: **\$13,469.10** (disclosed by 1 [0.9%] of 111 reporting entities)





# Payments To Prescribers

- Manufacturers and labelers reported **14,933** gifts, grants or payments to prescribers
- 5,550 prescriber contacts were reported in the \$50 - \$1,250 category and one prescriber contact was reported in the \$51,250 - \$52,000 category





# Clarification/Investigation of Reporting Areas

- Payments to third party vendors
- Payments to pharmacies for “compliance and persistency programs”
- Guidance on Continuing Medical Education
- Guidance on calculating WV share of DTC campaigns





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The West Virginia Pharmaceutical Cost Management Council &  
The Governor's Pharmaceutical Advocate Office

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